DATE: 10/24/96

TO: NEW YORK METRO ROU
(FOR ALL REPS. IN DIVISIONS 1222, & 1229)

FROM: JIM MALLARDI
ACCOUNT MANAGER

SUBJECT: SUBJOBBER - BRONX TRADING CO. (ACC. # 736391)

ZAFAR CHAUDHRY, OWNER OF BRONX TRADING CO. HAS AGREED TO PARTICIPATE WITH RJR IN THE FOLLOWING MANNER.

- THEY WILL BLACKLINE / STICKER RJR PREBOOKS.
- THEY WILL SELL DPC DEALS.

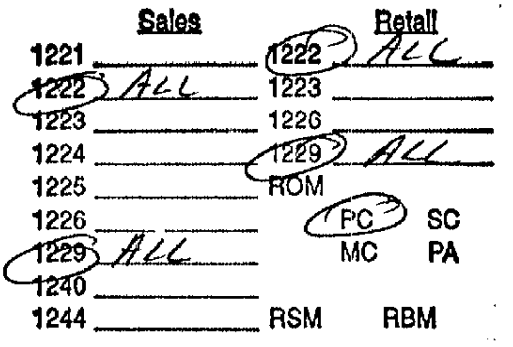
ALL PREBOOKS FOR BRONX TRADING CO. CAN BE FAX TO THEM AT 718-931-6692. TERRITORY REPS CAN USE DPC FLYERS / REMINDERS FOR THEIR RETAILERS TO ORDER DPC DEALS AS NEEDED.

IF YOU HAVE ANY QUESTIONS, OR ENCOUNTER ANY DIFFICULTIES WITH BRONX TRADING CO. HANDLING PREBOOKS PLEASE VOICE MAIL ME AT 60437.

ADDRESS FOR BRONX TRADING CO.---127-A-128 WESTCHESTER SQUARE
BRONX N.Y. 10461

PHONE #: 718-931-6448

THANK YOU
JIM MALLARDI



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